

LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION

January 12, 2015

1:00 PM

Avoyelles Extension Office
8592 Highway 1
Mansura, LA 71350

CALL TO ORDER

Matt Garber called the meeting to order at 1:02 PM.

ROLL CALL

Mary Gallent called roll and declared a quorum.

MEMBERS PRESENT

Rickey Ables
Norm Brown, Jr.
Melvin Chappell
Larry Fontenot
Matt Garber
Garry Jones
Venoy Kinnaird
Todd O'Neal entered at 1:16 PM
Dr. Tara Smith
Walter Tuma

MEMBERS ABSENT

Hunter Fife – Member Elect entered at 1:20 PM

PUBLIC COMMENTS

There were no comments

APPROVAL OF MINUTES FOR THE JULY 8, 2014 MEETING

Mr. Kinnaird made the motion to approve the minutes from the July 8, 2014, meeting. It was seconded by Mr. Ables and passed unanimously.

FINANCIAL REPORTS

Mr. Simon presented the Financial Report to the board. Mr. Fontenot made a motion to approve the Financial Report. Mr. Tuma seconded the motion, and it was approved unanimously.

DIRECTOR'S REPORT

- Mr. René Simon stated that work continues to progress on the Pink Tag/Green Tag issue.
- Mr. Simon stated that he attended the Sweet Potato Research Station's annual Field Day.
- Mr. Simon stated the he has been in contact with representatives from the 3D Company which is interested in using Louisiana Sweet Potatoes in pet food.

- In August, Mr. Simon met with a group of French farmers who were interested in the sweet potato industry.
- Mr. Simon, Ms. Mary Gallent, and Mrs. Melanie Tullier attended the Louisiana Restaurant Association Food Service Expo in August.
- Mr. Simon and Ms. Gallent attended the Produce Marketing Association show in Anaheim, CA, in October.
- Mr. Simon is currently involved with the search of a director for the United States Sweet Potato Council.
- Mr. Simon notified the board that the McCall's plant will be closing.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Ms. Nancy Steiner updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission.

A motion was made by Mr. Fontenot to amend the marketing budget to only award the five "Lucky Draw" awards of the Brokers Contest. It was seconded by Mr. Kinnaird and passed unanimously.

OTHER BUSINESS

a) Sponsorship of the Louisiana Department of Agriculture & Forestry's (LDAF) Cookbook

A motion was made by Mr. Fontenot to donate a \$1,000.00 sponsorship to the Louisiana Department of Agriculture & Forestry for the publication of a cookbook. It was seconded by Mr. Kinnaird and passed unanimously.

b) Closing of McCall Farms' New Iberia Plant

Commissioner Strain and Mr. Simon have been in discussion with several other businesses to develop options for the growers affected by the closing.

A motion was made by Mr. Fontenot to enter into executive session. It was seconded by Mr. Tuma, and passed unanimously at 1:47 PM.

A motion was made by Mr. Fontenot to exit executive session at 2:40 PM. It was seconded by Mr. Kinnaird and passed unanimously.

A motion was made by Mr. Fontenot to have Mr. Simon review the statute to determine how the Commission can use the \$0.04 tax that is collected on sweet potatoes. It was seconded by Mr. Kinnaird and passed unanimously.

TIME AND PLACE FOR NEXT MEETING

The date and location of the next meeting will be announced at a later date.

Adjourn

Mr. Kinnaird made the motion to adjourn the meeting. It was seconded by Mr. Fontenot and passed unanimously.